Message Text

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PAGE 01 BANGKO 16669 100034Z ACTION EA-12

INFO OCT-01 ISO-00 EB-08 /021 W

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R 090947Z JUN 78

FM AMEMBASSY BANGKOK

TO USDOC WASHDC

INFO SECSTATE WASHDC 6084

UNCLAS BANGKOK 16669

E.O. 11652: N/A TAGS: BEXP, TH

SUBJ: WTDR/FTI: BORNEO ENGINEERING CO., LTD.

REF: USDOC 08910 AND 09711

1. THAILAND

OFFICE USE: 2. 549 3. 0032500 4. 01

5. BORNEO ENGINEERING CO., LTD.

6. 226 NARES ROAD

7. BANGKOK

8. CONTACT: MR. R.A.R. USHER

9. TITLE: MANAGER

OTHER OFFICIALS ARE: MR. W.J. CROSLEY, DEPUTY DIRECTOR AND MR.D.P. QUINN, DIRECTOR.

10. PHONE: 2341981-9 11. TELEX: TH 2826

12. CABLE: DECEJA UNCLASSIFIED

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13. ESTBL: 1968 14. EMPL: 100 15. SIZE: LARGE

16. REPUTATION: Y-GOOD 17. RPT DATE: 06/78

OFFICE USE: 18. K 19. NA 20. X 21. NA 22. NA

23A. 89110 ENGINEERING SERVICES

23B. 50860/235 IMP.AGT.DIST. OF ENGINEERING EQUIPMENT AND SUPPLIES.

24. FOREIGN SALES: NA

25. FINANCIAL REFS: BANGKOK BANK, 9 SUAPA ROAD, BANGKOK, THAILAND; CHARTERED BANK, SALADAENG, BANGKOK, THAILAND.

26. TRADE REFS: GENERAL MOTORS OVERSEAS OPERATIONS, DIV. OF GENERAL MOTORS CORP., 767 FIFTH AVE., NEW YORK 10022; E.I. DU PONT DE NEMOURS & CO. (INC), FABRICS & FINISHES DEPT., 5531 MEMOURS BLDG., WILMINGTON, DELAWARE 19898.

27. FOREIGN FIRMS REPRESENTED: AGENCY REP. OF COMBUSTION ENGINEERING CORP., 900 LONG RIDGE ROAD, STAMFORD, CONN. 06902 FOR STEAM RAISING PLANT; DETROIT DIESEL (GM), U.S.A. FOR MARINE AND INDUSTRIAL ENGINES; E.I. DU PONT DE NEMOURS & CO. (INC.), U.S.A. FOR CAR CARE AND AUTOMOTIVE REFINISH PRODUCTS; NORTHWEST ENGINEERING CO., 201 W.WALNUT ST., GREEN BAY, WIS.54303 FOR DHOVELS, CRANES, DRAGLINES; NORTON INT'L INC., 1 NEW BON ST., WORCESTER, MASS. 01606 FOR COATED AND BONDED ABRASIVES; HELEN CURTIS INT'L, 4401 W. NORTH AVE., CHICAGO, ILLINOIS FOR COSMETICS; BLAW KNOX LTD., U.K. FOR ASPHALT PAVERS/FINISHERS; CAMPING GAZ, FRANCE FOR PORTABLE GAS ACCESSORIES; MOTAN GMBH, UNCLASSIFIED

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GERMANY FOR INSECTICIDAL SPRAYING MACHINES; RANSOMES SIMS AND JEFFERIES LTD., U.K. FOR GRASS CUTTING EQUIPMENT.

28. POST EVALUATION: IN 1961 D.C.J. (1961) LTD. WAS ESTABLISHED TO TAKE OVER THE BUSINESS OF D. COUPER JOHNSTON & CO. (R.O.P.), WHICH WAS LIQUIDATED. THE NAME WAS LATER CHANGED TO BORNEO ENGINEERING CO., LTD. FIRM IS ONE OF THE MANY WHOLLY-OWNED SUBSIDIARIES OF THE INCHCAPE GROUP OF COMPANIES OF LONDON. BORNEO ENGINEERING HAS AN AUTHORIZED CAPITAL OF \$200,000, HALF OF WHICH HAS BEEN SUBSCRIBED AND PAID-IN. FIRM ACTS AS IMPORTER AND WHOLESALER OF MATERIAL HANDLING AND INDUSTRIAL MACHINERY. IN ADDITION, IT ALSO PROVIDES REPAIRING AND INSTALLATION SERVICES FOR DIESEL ENGINES. FORTY PERCENT OF ITS IMPORTS ARE FROM THE U.S. WITH THE REMAINDER FROM AUSTRALIA (20 PERCENT), U.K. (15 PERCENT), SINGAPORE (10 PERCENT), ITALY (5 PERCENT), FRANCE (5 PERCENT) AND CANADA (5 PERCENT). IT OWNS ITS PREMISES OF 600 SQ.METERS WHICH INCLUDE OFFICES, A SHOWROOM AND A WORKSHOP AND IS COLATED IN ONE OF BANGKOK'S BUSINESS DISTRICTS. FIRM'S SALES VOLUME IN 1977 WAS REPORTED TO BE OVER \$5,000,000. IT EMPLOYS 100 PEOPLE INCLUDING 30 SALESMEN. COLAL BANK REPORTS FAVORABLY ON THE SUBJECT; IT IS CONSIDERED TO BE A GOOD TRADE CONTACT FOR U.S. FIRMS.

29.	PREP:	SATHIT	/SOMSAK	APPR:	SAMES	Н.	SAVE	RY
WI	HITEHO	OUSE						

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Message Attributes

Automatic Decaptioning: X Capture Date: 01 jan 1994 Channel Indicators: n/a

Current Classification: UNCLASSIFIED

Concepts: n/a Control Number: n/a Copy: SINGLE Draft Date: 09 jun 1978 Decaption Date: 01 jan 1960 Decaption Note: Disposition Action: n/a

Disposition Approved on Date: Disposition Case Number: n/a Disposition Comment: Disposition Date: 01 jan 1960 Disposition Event: Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978BANGKO16669
Document Source: CORE

Document Unique ID: 00 Drafter: n/a

Enclosure: n/a Executive Order: N/A Errors: N/A

Expiration: Film Number: D780243-1146 Format: TEL From: BANGKOK

Handling Restrictions: n/a

Image Path: ISecure: 1

Legacy Key: link1978/newtext/t19780678/aaaacphq.tel

Line Count: 118 Litigation Code IDs: Litigation Codes:

Litigation History: Locator: TEXT ON-LINE, ON MICROFILM Message ID: d6f0c58c-c288-dd11-92da-001cc4696bcc

Office: ACTION EA

Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a

Page Count: 3
Previous Channel Indicators: n/a Previous Classification: n/a
Previous Handling Restrictions: n/a

Reference: n/a Retention: 0

Review Action: RELEASED, APPROVED Review Content Flags:

Review Date: 29 mar 2005 **Review Event:** Review Exemptions: n/a **Review Media Identifier:** Review Release Date: N/A

Review Release Event: n/a **Review Transfer Date:** Review Withdrawn Fields: n/a

SAS ID: 2424430 Secure: OPEN Status: NATIVE

Subject: WTDR/FTI: BORNEO ENGINEERING CO., LTD.

TAGS: BEXP, TH To: COM Type: TE

vdkvgwkey: odbc://SAS/SAS.dbo.SAS_Docs/d6f0c58c-c288-dd11-92da-001cc4696bcc

Review Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014

Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014